IN THE CLAIMS:

1. (Currently amended) A method of processing rich media content, comprising the steps of:

a) creating a multimedia content file from rich media content as a first input to an authoring tool;

b) creating a text based rich media content description file as a second input to the authoring tool, wherein the description file comprises a user-specified vocabulary that defines rich media content and relationships between rich media content allowing a user to format the multimedia content file; and

c) combining the multimedia content file and the text based description file in accordance with the user-specified vocabulary to create a composed file using the authoring tool for execution on a multimedia player.

2. (Previously presented) The method of Claim 1 further comprising the step of:

d) editing the rich media content description file by a user using a text editor.

3. (Previously presented) The method of Claim 1 wherein the step of creating a text based rich media content description file further comprises the step of:

e) using an Extensible Markup Language (XML) program to create the description file.

4. (Previously presented) The method of Claim 1 wherein the step of combining the description file and the multimedia content file further comprises the step of:

f) executing a batch processing program to combine the description file and the multimedia content file.

5. (Previously presented) The method of Claim 1 further comprising the step of:

g) transmitting the rich media content as a streaming digital file.

6. (Previously presented) The method of Claim 1 further comprising the steps of:

h) using a graphical authoring tool to edit the rich media content; and

i) creating a description file of the graphically edited rich media content.

7. (Previously presented) The method of Claim 1 further comprising the step of:

j) storing the composed file and the description file for access by one or more content creators.

8. (Previously presented) The method of Claim 1 further comprising the step of:

k) downloading the composed file for display to a user in an application.

9. (Previously presented) The method of Claim 5 wherein the step of transmitting the rich media content as a streaming digital file further comprises the step of:

1) generating the streaming digital file as a sequence of frames.

10. (Previously presented) The method of Claim 5 wherein the step of transmitting the rich media content as a streaming digital file further comprises the step of:

m) generating the streaming digital file as a binary file using a HotMedia format.

11. (Currently Amended) An authoring system for creating text based rich media, comprising:

a) a processor for receiving rich media;

b) means for assembling the rich media as a combined multimedia vehicle repository (MVR) file; and

c) means for automatically generating a rich media content description file comprising a user-specified vocabulary that defines the rich media and relationships between the rich media allowing a user to format the multimedia content file; and

d) means for combining the MVR file and the description file in accordance with the user-specified vocabulary to create an edited MVR file for execution on a multimedia player.

12. (Previously presented) The apparatus of Claim 11 further comprising:

e) a batch processing program running on the processor for combining the MVR file and the description file as an edited MVR file.

13. (Previously presented) The apparatus of Claim 11 further comprising:

f) an Extensible Markup Language (XML) program running in the processor for translating descriptive text in combining the MVR file and the description file.

14. (Currently amended) A system for creating a textual based rich media content file as an application executable on a multimedia player, comprising:

a) means for receiving and storing rich media assets in a binary format as a multimedia vehicle repository (MVR) file;

b) means for preparing a textual description of the MVR file comprising a user-specified vocabulary that defines the rich media assets and relationships between the rich media assets allowing a user to format the multimedia content file; and

c) means for combining the MVR file and the MVR textual description in accordance with the user-specified vocabulary to create an edited MVR file executable on a multimedia player as an application.

15. (Previously presented) The system of Claim 14 wherein the textual description is Extensible Markup Language (XML) based.

16. (Previously presented) The system of Claim 14 further comprising:

d) means for modifying the textual description to create a new MVR-XML based file.

17. (Previously presented) The system of Claim 14 further comprising:

e) means for modifying the textual description using a text-editing tool.

18. (Currently amended) A program medium executable on a computer system, comprising:

a) program code in creating a multimedia content file from rich media content as a first input to an authoring tool;

b) program code in the medium creating a text based rich media content description file as a second input to the authoring tool, wherein the description file comprises a user-specified vocabulary that defines the rich media content and relationships between the rich media content allowing a user to format the multimedia content file; and

c) program code in the medium combining the rich media content and the text based rich media content description file in accordance with the user-specified vocabulary to create an edited multimedia content file using the authoring tool for execution on a multimedia player.

19. (Previously presented) The program medium of Claim 18 further comprising:

d) program code in the medium enabling the editing of the rich media content description file by a user using a text editor.

20. (Previously presented) The program medium of Claim 18 further comprising:

e) program code in the medium for creating a text based rich media content description file as an Extensible Markup Language (XML) program.

21. (Previously presented) The program medium of Claim 18 further comprising:

f) program code in the medium as a batch processing program for combining the description file and the rich media content file.

22. (Previously presented) The program medium of Claim 18 further comprising:

g) program code in the medium for transmitting the rich media content as a streaming digital file.

23. (Previously presented) The program medium of Claim 18 further comprising:

h) program code in the medium as a graphical authoring tool to edit the rich media content; and

i) program code in the medium for creating a description file of the graphically edited rich media content.

24. (Previously presented) The program medium of Claim 18 further comprising:

j) program code in the medium storing the edited multimedia content file and the description file for access by one or more content creators.

25. (Previously presented) The program medium of Claim 18 further comprising:

k) program code in the medium for downloading the edited multimedia content file for display to a user in an ebusiness application.

26. (Original) The program medium of Claim 22 further comprising:

l) program code in the medium for generating the streaming digital file as a sequence of frames.

27. (Original) The program medium of Claim 22 further comprises:

m) program code in the medium for generating the streaming digital file as a binary file in a HotMedia format.

28. (Currently amended) A method of processing rich media content, comprising the steps of:

a) generating a content file from rich media;

b) creating a text file descriptive of at least a portion of the rich media in the content file, wherein the text file comprises a user-specified vocabulary that defines the rich media and relationships between the rich media allowing a user to format the multimedia content file; and

c) combining the content file and the text file in accordance with the user-specified vocabulary to create a composed file as an application executable on a media player.